

Communication, Consciousness Raising and Public Involvement IGA – Final

Issues:

1. Limited public awareness of both transportation options and funding and the relationship to economic growth.
2. Lack of public participation in the policy and long range planning process results in incomplete representation and/or duplication of projects.
3. Continuing education of the public on how to get involved, why to get involved, and how to localize broader issues for your constituents.
4. Lack of efficient two-way communication flow between state and local levels regarding priorities.

Goals:

1. Need to conduct a meaningful, ongoing (legislative) local public information campaign and involvement process and integrate outcomes into the regional or state transportation planning process.
2. Develop a clear, consistent (and accurate) message and communication strategy regarding the transportation system and overcome barriers to reaching underrepresented audiences.
3. We need to develop a process to engage the public early, often and in a meaningful way.
4. Facilitate a greater sense of ownership by all citizens including educating students about transportation at a younger age.

Actions:

1. Recruit and encourage champions from among the state transportation stakeholders for summit action plan implementation.
2. Establish performance measures for effectiveness of the public involvement process and evaluate those measures.
3. Create a speakers bureau that includes MDOT, MML CRAM, legislators, transit, etc. to actively seek opportunities to educate students and the general public on transportation issues.
4. Conduct research to define the target audience and develop an understanding of who they are and what are their needs.
5. Improve coordination of public involvement and education programs at state, county and local levels to reduce duplication and address gaps.
6. Develop a comprehensive strategy to increase awareness of the current transportation funding crisis.
7. Create a formal mechanism that allows for effective two-way communication to the public in a timely manner.
8. Examine and improve mechanism allowing for easy, on-going input and feedback from the public including informing the public of the availability of auxiliary, aids and services and inviting the public from the beginning.